

PROJECT PROPOSAL DOCUMENTS

Please prepare a document that answers the questions outlined in the Scoring Rubric below. Some sections are scored, while other sections provide important background information that will help evaluators understand the application. The maximum score is 100 points. A higher score is more likely to be funded. Please limit this document to no more than **15 pages, including any figures, and minimum 11pt font.**

PHASED REVIEW PROCESS

Applications will be scored in two phases. In the first phase, reviewers will review the scoring rubric titled “Section 1 of 2”. Applications must meet a minimum score in order to be scored in the second phase. If an application DOES NOT meet the minimum score, applicants will only receive scores on “Section 1 of 2”. Applications that DO meet the minimum score will receive scores in “Section 1 of 2” and “Section 2 of 2”.

SCORING RUBRICS

Please organize your application in the order each section and prompt are presented in the two rubrics below.

Section 1 of 2	Description [page limit]	Score
Business name and contact info	Identifying information about applicant business. Owner name(s), address, email, phone, website (optional), social handles (optional).	0 points
Executive summary	A high-level overview of the project and request for funding. Treat this as an abstract of all sections below. [1 page]	10 points
Business strategy	Narrative of your business strategy including: value proposition, revenue streams, target market identification, marketing strategy, etc. [2 pages]	15 points
Project summary and requested grant amount	Describe the project to be financed with the grant, how it will be implemented, how success will be measured, and anticipated challenges. [2 pages]	15 points



Section 2 of 2	Description [page limit]	Score
Summary of business formation	Short narrative of business formation efforts thus far including: business registration status, licenses acquired, and launch date. [1 page]	5 points
Founder experience	Founder experience in the following domains: business and startup history, cannabis industry experience, capital raise experience, areas of weakness, etc. [1 page]	10 points
Financial rationale and projections	Describe how this project will help business development and growth. Rationale for prioritizing this project over another potential project within your business. How long until you expect a return on investment on this project. <i>This section should be supported with a quantitative analysis.</i> [5 pages including tables and/or figures]	25 points
Company's industry engagement	Overview of the involvement of the business within the cannabis industry, participation in organizations, current contracts, current ecosystem, and plans to build your ecosystem. [1 page]	5 points
Narrative of project's long-term success	Rationalize the long-term impact and ultimate success of implementing the project proposal. What is the sustainability of the project once the grant dollars are expended. [2 pages]	15 points

